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MAR 2

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ HIS OWN MAN: THE OUTGOING BARRY DILLER / 4
❑ NATPE, INTV TO COMBINE CONVENTIONS IN '93 / 20
❑ FIRST WEEK FOR TVB'S NEW PRESIDENT / 36

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SPECIAL REPORT
BARTER 1992

MPAA TO PUSH COMPULSORY LICENSE SUNSET

Backs measure in House for repeal in five years; local fee, must carry in interim

By Harry A. Jessell

The Motion Picture Association of America will seek copyright reform legislation that would eliminate cable's compulsory copyright license in five years but establish a fee for cable carriage of local broadcast signals in the meantime, according to programing industry sources.

During the five-year transition to sunset, the MPAA proposal would also require cable systems to carry local broadcast signals (must carry), revamp the way the fees for superstations and other distant signals are calculated and extend the benefits of the license to cable's multichannel competitors (wireless cable, private cable and home satellite), the sources said.

MPAA officials and representatives of the member companies came out of a meeting at MPAA headquarters last Monday with what one participant called a "very well-developed" plan to win interindustry support and ultimately congressional passage.

Although no one was talking about the details of that strategy, the basic plan is to attach the elements of the proposal to cable reregulation legislation expected to move through the House this spring and summer.

The first step in implementing the strategy is finding friendly congressmen on the House Energy and Commerce and Judiciary committees willing to offer the measures on MPAA's behalf. The MPAA has had no trouble identifying such allies in the past.

MPAA interest in copyright reform was heightened by the Senate's passage in January of cable legislation containing provisions that would give each TV station the right to either must carry or retransmission consent. With the latter right—essentially the power to deny carriage of their signal to local cable operators—broadcasters could negotiate for payments or some other form of compensation in

This Week

NEW DAY AT FOX / 4

Barry Diller's resignation as Fox chairman has the communications industries wondering about his next step and the company's new structure.

GLOVES OFF / 14

Political advertising is taking some unexpected turns in the 1992 presidential campaign. Republicans are spending more than expected and Democrats less, and the money, thanks to a changing primary calendar, is taking different routes. Of no surprise is the rebirth of negative ads as races heat up.

TOGETHER FOR THE FIRST TIME / 20

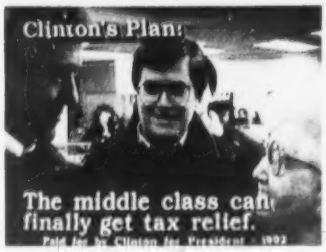
NATPE and INTV have reached a preliminary agreement to connect their conventions starting next year in San Francisco. Neither side would comment on the figure paid by NATPE to INTV for the latter's agreement to eliminate screenings.

REGIONAL CABLE NEWS LAUNCH / 26

Hearst Corporation and Continental Cablevision premiere their New England Cable NewsChannel this week, launching to an estimated one million potential viewers in six states. With annual operating costs under $10 million, the companies hope to break even within three to four years.

HP TO BUILD RECEIVERS / 28

Hewlett-Packard entered the interactive TV fray last week with its agreement with TV Answer to manufacture and market 1.5 million consumer transmitter-receivers. TV Answer expects its interactive video data service to be available in early 1992.



Political ad season takes unexpected turns (p. 14)

WAITING FOR THE PUNCHLINE / 29

The FCC sent letters of inquiry last week to two radio stations for jokes they aired; the action is the first step in a possible indecency enforcement procedure. With no specific criteria to define indecency, the FCC expects broadcasters to figure out standards based on past agency decisions.

Ave Butensky plans his first TVB meeting (p. 36)

BIG COUNTRY / 34

The boom in country music could splinter the sound into two or more formats, operators and advertising executives believe. A likely spin-off may be "young country," a personality-driven format showcasing new stars like Garth Brooks and Alan Jackson.

NEW FACE OF TVB / 36

Newly installed TVB President Ave Butensky is putting the finishing touches on the group's annual conference, to be held in Las Vegas in April. The meeting this year will piggyback with the NAB convention. A regularly scheduled meeting in New York, where much of the advertising community is based, is on TVB's agenda.

SPECIAL REPORT: BARTER / 42

Barter syndicators are hoping that expanded inventory in prime time will contribute to a healthy 8% boost in revenue next season, but ad agency executives say that's a tough target to hit.

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Broadcasting's Ratings Week 2 Feb17-23

	ABC	CBS	NBC	FOX
MONDAY	12.7/19	21.7/32	14.5/21	5.9/9
8:00	31. FBI: Untold St 12.9/19	4. XVI Olympic Winter Games 21.7/32	22. Fresh Prince 14.5/22	64. Fox Night at the Movies—Weekend at Bernie's 5.9/9
8:30			25. Blossom 13.8/20	
9:00	32. ABC Monday Night Movie—Pale Rider 12.7/19		21. NBC Monday Night Movie—Till Death Us Do Part 14.6/21	
9:30				
10:00				
10:30				
TUESDAY	16.2/25	15.9/24	14.0/20	NO PROGRAMING
8:00	7. Full House 17.3/26	12. XVI Olympic Winter Games 15.9/24	19. In the Heat of the Night 14.9/22	
8:30	6. Home Improvmt 18.6/27			
9:00	5. Roseanne 20.6/29		30. Law and Order 13.1/19	
9:30	8. Coach 17.2/25			
10:00	38. Homefront 11.6/20		Special Report—Primary (Not Rated)	
10:30				
WEDNESDAY	9.9/15	22.8/35	14.5/22	NO PROGRAMING
8:00	47. Dinosaurs 10.1/16	3. XVI Olympic Winter Games 22.8/35	9. Unsolved Mysteries 16.6/25	
8:30	52. Doogie Howser 9.5/14			
9:00	48. ABC Movie Special—Rambo III 10.0/15			
9:30				
10:00			45. 1st Person/Maria Shriver 10.3/16	
10:30				
THURSDAY	12.0/19	15.4/24	14.3/22	12.0/18
8:00	32. Columbo 12.7/19	15. XVI Olympic Winter Games 15.4/24	28. Cosby 13.2/20	19. Simpsons 14.9/23
8:30			23. A Diffrnt World 14.0/21	44. Drexell's Class 10.4/16
9:00			16. Cheers 15.2/22	39. Beverly Hills 90210 11.4/17
9:30			26. Wings 13.4/20	
10:00	43. Primetime Live 10.6/18		18. L.A. Law 15.0/25	
10:30				
FRIDAY	12.4/20	25.0/40	9.2/15	5.8/9
8:00	34. Family Matters 12.6/21	1. XVI Olympic Winter Games 25.0/40	60. Saturday Night Commercials 8.0/13	63. America's Most Wanted 6.4/10
8:30	40. Step By Step 11.3/18			
9:00	48. Baby Talk 10.0/16		50. NBC Movie of the Week—Darkman 9.8/16	68. Beverly Hills 90210 5.1/8
9:30	53. Billy 9.1/14			
10:00	13. 20/20 15.6/25			
10:30				
SATURDAY	8.4/15	17.0/30	10.7/19	6.4/11
8:00	61. Jaleel White Special 7.2/12	11. XVI Olympic Winter Games 16.1/28	28. Golden Girls 13.2/23	56. Cops 8.5/15
8:30			41. Walter and Emily 11.1/19	54. Cops 2 8.8/15
9:00	56. Who's the Boss? 8.5/15		35. Empty Nest 12.5/21	69. Fox Summer Games Special 4.2/9
9:30	59. Growing Pains 8.1/14		46. Nurses 10.2/18	
10:00	51. The Commish 9.6/17		55. Sisters 8.7/15	
10:30				
SUNDAY	13.8/22	15.8/24	13.5/21	9.0/14
7:00	58. Life Goes On 8.2/14	2. 60 Minutes 23.1/38	66. Hot Country Nights 5.6/9	65. Hidden Video 1 5.7/10
7:30				62. Hidden Video 2 6.6/11
8:00			16. I Witness Video 15.2/23	36. In Living Color 12.4/19
8:30				42. Roc 10.7/16
9:00	13. ABC Sunday Night Movie—Rainman 15.6/24	26. XVI Olympic Winter Games 13.4/20		23. Married w/Childn 14.0/20
9:30			9. NBC Sunday Night Movie—What She Doesn't Know 16.6/25	37. Herman's Head 11.8/17
10:00				67. Sunday Comics Special 5.2/8
10:30				
WEEK'S AVGS	12.3/19	18.9/30	12.9/20	8.0/12
SSN. TO DATE	12.1/20	14.1/23	12.6/20	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Olivia Lawrence, general sales manager, says the station has not used the "It takes balls to rock hard" slogan in her six months at the station. Indeed, she says, the station switched from an AOR to a country format in January.

Since Alfred Sikes assumed the chairmanship, the FCC has initiated indecency action against more than radio stations, according to Roger Holberg, an attorney in the Mass Media Bureau's complaints branch. Of those, he said, 15 have received NAL's, while several others have received letters of inquiry.

Most stations that receive NAL's eventually pay the fines. But not all do. Evergreen's WLUP(AM) Chicago declined to pay up, forcing the FCC to turn the matter over to the Justice Department. To collect, Justice will have to sue the stations and prove the broadcast was indecent.

The FCC receives thousands of complaints each year from viewers and listeners, but considers only the relative handful each month that are substantiated by tapes or transcripts. Over the past six months, the FCC has received 53 such complaints. ■

FIN-SYN MAY LEAD TO PRIME TIME CUT, AFFILIATES SAY

Stations would not expect financial boost from extra time, survey shows

By Joe Flint

The majority of big-three network affiliates expect the networks to cut back their prime time programing load to 15 hours per week if the FCC's financial interest and syndication rulemaking becomes law, according to a survey of 130 affiliate general managers.

Network rules apply if prime time programing exceeds 15 hours per week, and there was much speculation last year that the big three would consider cutting back to avoid compliance with the fin-syn rules that prevent them, among other things, from producing only 40% of their prime time schedules. As it stands now, the U.S. Court of Appeals in Chicago will be the venue for appeals of the rules.

The survey, conducted last fall by the University of Miami's School of Communications, shows 45.4% of affiliates think the networks will cut back their prime time programing, while 33.1% disagree and 21.5% are neutral. While most of the 34 Fox affiliates also felt that the networks would cut back on programing, the margin was a lot closer, with 47.1% agreeing and 44.1% disagreeing. Of the 30 non-Fox independents, 46.7% said they did not think the networks would cut back, 23.3% thought they would and 30% were neutral.

The survey also shows that only 18.5% of affiliates surveyed think that, regardless of the fin-syn rules, the networks will ultimately scale back to 15 hours of prime time programing per week.

Affiliates do not anticipate any economic boom should the networks cut back on prime time programing. Of the 130 affiliates surveyed, only 28.5% think that they would benefit financially if the networks cut back to 15 hours; 56.2% said there would be no benefit.

If the networks were to cut back to 15 hours, 41.7% said they would rely on syndicated to fill the void, while 35.7% would opt for 30-minute news and syndicated programing; the remaining 16.3% said they would fill with hour-long local news. Among the three network affiliate groups, only 30.8% of 39 NBC affiliates surveyed said they would rely solely on syndicated programing, compared with 46.9% of the 49 ABC affiliates and 43.9% of CBS affiliates.

An overwhelming majority of big-three affiliates (91.4%) want Congress to adopt retransmission consent and repeal the compulsory license, while 76.5% of Fox affiliates and 60% of independents favor such action.

As for lifting restrictions on broadcast-cable crossownership in the same market, 54.3% of big-three affiliates, 54.5% of Fox affiliates and 44.8% of independents agree the ban should be removed.

The majority of all stations disagree with the idea that limiting local ownership to just one broadcast facility per market is necessary for healthy competition. Among the big-three affiliates, 60.3% disagree; 50% of Fox and non-Fox stations also disagree.

Most network and Fox affiliates agree that the telephone companies should not be allowed to deliver television signals; most independents favored telco entry into TV service.

Broadcasters surveyed ranked the five biggest threats to over-the-air television as cable, home satellite delivery, pay per view, remote control units on sets and superstations.

Despite competition, 75% of the 195 stations responding were optimistic that over-the-air broadcasting will survive the battle with newer delivery systems. However, only 17.5% think they will benefit from the competition.

The University of Miami sent surveys to 400 stations and received responses from 195 general managers. Of those, 49 were with ABC affiliates, 42 with CBS, 39 with NBC, 35 with Fox and 30 with independents. In terms of market size, 42 respondents were from markets 1-25, 32 from 26-50, 32 from 51-75, 23 from 76-100, 22 from 101-125, 19 from 126-150 and 25 from markets 151 and beyond. Of the respondents, 109 were VHF facilities and 86 were UHF. ■

If they are kept, the FCC's recent financial interest, and syndication rules will likely lead to the networks cutting back to 15 hours of prime time programing per week.

Affiliation	Agree	Neutral	Disagree
ABC,CBS,NBC 130 total	45.4%	21.5%	33.1%
Fox 34 total	47.1%	8.8%	44.1%
Independents 30 total	23.3%	30.0%	46.7%
Total 194 total	**42.3%**	**20.6%**	**37.1%**

Lifting local ownership to just one broadcast facility in a market is necessary for healthy economic competition in the broadcast industry.

Affiliation	Agree	Neutral	Disagree
ABC,CBS,NBC 129 total	31.8%	7.8%	60.5%
Fox 34 total	44.1%	5.9%	50.0%
Independents 30 total	43.3%	6.7%	50.0%
Total 193 total	**35.8%**	**7.3%**	**57.0%**

Source: University of Miami—School of Communications

IS COUNTRY HEADED FOR A BREAKUP?

Soaring ratings spur talk of new competition, format fragmentation

By Peter Viles

It almost sounds like a sad country ballad: After decades of sticking together through thick and thin, country radio may be on the verge of splitting up.

But you won't see many long faces this week in the record crowd at the 23rd annual Country Radio Seminar in Nashville (March 4-7), because if country does splinter into two or more formats, as some observers predict, the reason will be soaring ratings that have made new competition and narrowcasting almost inevitable.

"People are expecting it to fragment because it's got such a big share," says Gerry Boehme, Senior Vice President, director of research at Katz Radio Group. "Instead of competing for a 2 or 3 share in AC [adult contemporary], people are thinking about new country formats."

For example, in Dallas, where three of the top four stations are country, KRSR-FM has dropped AC and is making a bid for young listeners with "young country," a freewheeling, personality-driven format that showcases new stars like Garth Brooks and Alan Jackson. In Houston, the newcomer is KKBQ-FM, which is wooing 35-plus listeners with "easy country."

"I think there are going to be two formats: one that is youth-driven, more current, and one that is upper demo-driven, with more oldies," says Nashville-based programing consultant Moon Mullins. "It's country's reflection of what AOR [album-oriented rock] went through when classic rock entered the picture. It's the evolution of classic country."

The architect of "young country," Alliance Broadcasting Senior Vice President Rick Torcasso, says the real revolution has little to do with the music itself and everything to do with making an aggressive appeal to baby boomers by avoiding what he calls "whitewashed radio."

"We're extremely personality driven," he says. "And that's what's going to fragment country radio. It's not the music."

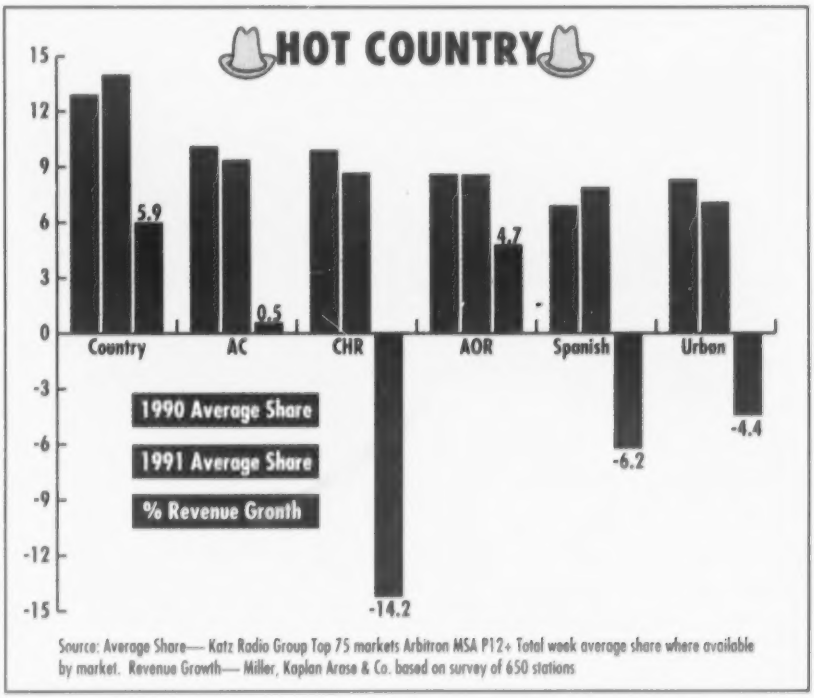
Boehme predicts fragmentation will ultimately make the format stronger by attracting new listeners, especially from soft rock or soft AC.

There's no question that country radio is red hot. A Katz analysis of the fall '91 Arbitron book showed country is not only the highest-rated format, but is the only format of the top four to post gains from spring to fall (see chart). A survey by Miller, Kaplan, Arase & Co. showed that country stations had the largest revenue gains in 1991 (5.9%) of any format.

That momentum may make this week's seminar one of the happiest gatherings imaginable in the current gloomy climate. Through Feb. 26, 1,165 people had registered, breaking the record of 1,007 set in 1990.

Several programing directors interviewed by BROADCASTING said the biggest challenge they face is twofold: striving to keep the format exciting and popular with younger listeners, and dealing with the new competition from stations that switch to country.

"In most markets there's only one or maybe two country stations. Now it's very possible there may be three or even four," says Larry Daniels, general program manager at KNIX-FM Phoenix and president of the Country Radio Broadcasters' board. ■



Source: Average Share— Katz Radio Group Top 75 markets Arbitron MSA P12+ Total week average share where available by market. Revenue Growth— Miller, Kaplan Arase & Co. based on survey of 650 stations

GOOD, NOT GREAT, CHILDREN'S UPFRONT MARKET

Increased animation offerings and drop-off in young viewers may offset increased dollars coming into kids market

By Sharon D. Moshavi

The kids upfront market will be up this year but probably not as high as everyone had thought. NBC's exit from the market and new FCC regulations reducing ad time will likely mean higher pricing, but increasing programing hours and continued Nielsen-charted drop-off in kids audience may mean a smaller boom than originally anticipated.

FCC guidelines mean a reduction in inventory of about 14%, according to Dan Cosgrove, senior vice president, media sales, Group W Productions. Some advertisers and programers think that will offset the increase in programing hours, but there may in fact be more inventory (see chart).

Programers, some on the verge of closing their first upfront deals, report that ad budgets, particularly those of toy manufacturers, are up. There is also are increased dollars coming into the kids market, from categories including microwave foods, fast food pizza and footwear, according to John Silvestri, executive vice president, ad sales, USA Network.

The big budgets may not necessarily mean big revenues for programers. "Advertisers are telling us that budgets are up and we may be able to see some CPM [cost-per-thousand] increases, but getting a 10% CPM increase will be offset by the fact that kid VPVH's [viewers per viewing household] are so low. That means unit pricing is not going up," says Cosgrove. According to Mike Shaw, senior vice president, Buena Vista Television Advertising Sales, programers will need as much as a 15% increase in CPM's to get last year's unit rate, based upon Nielsen's reported drop-off of kid viewers.

Cosgrove and others continue to question Nielsen's kids demographics as recorded by its peoplemeter system. They dispute Nielsen's assertion that a good proportion of viewers of kids programings come from adult-only households, which don't help programers bring in advertising revenue. A meeting held by ABC in January with Nielsen and other kids programers regarding the fourth-quarter kids demo fall-offs seems to have produced little change in Nielsen's measuring tactics. But according to Tim Duncan, executive director, Advertiser Syndicated Television Association, Nielsen diaries do, in fact, match the peoplemeter numbers, suggesting the problem is not with the measuring system. Kids drawn outside by warm weather may have been a factor in viewing problems in the fourth quarter, according to Duncan.

NATIONAL CHILDREN'S PROGRAM INVENTORY*
(Hours per week)

	Fall 1991	Fall 1992
Broadcast		
Fox	10.5	19
NBC	4.5	2
ABC	5	5
CBS	5	5
Disney	10	12.5
	35	43.5
Cable		
Turner:		
WTBS	17.5	17.5
TNT	32	32
Cartoon Network	—	168
USA Network	26	26
Nickelodeon	126	126
	201.5	369.5

*syndication numbers not included since fall 1992 schedules are not yet known

Most recently, January numbers have reflected a steadying of kids viewing in houses using television [HUT's], according to Jack Loftus, vice president, Nielsen. January 1992 numbers are being compared with those of two years ago because viewing was skewed in January 1991 due to the Persian Gulf War.

Attempts by programers to price inventory high to make up for viewer drop-off may slow down the market. "The pricing of inventory will dictate there will not be a mad rush," says Rich Goldfarb, senior vice president, syndication sales, Turner Program Syndication. Inventory may not be as tight as some may think. Although NBC is dropping out of programing geared to ages 2-11, which represents the majority of the kids' advertising, Fox is coming in with an additional 8½ hours (including one hour on Saturday morning). The 2-11 market NBC is leaving behind in favor of the so-called tween market (ages 9-17) is an increasingly hot market that could compete with kids programing for ad dollars. "There's a whole new influx of dollars going to the teen audience. It's a very hot audience right now," says Cosgrove.

Additionally, cable, which took in about $75 million in upfront dollars last year, compared with about $200 million each for network and syndication, may be due for a bigger slice of the pie this year. The cable networks were said to have been working the recent Toy Fair to bring in business, and some succeeded. Nickelodeon, in particular, seems to have become the new darling of advertisers with its original animation block on Sunday mornings.

Added to the mix is Turner's Cartoon Channel, set to launch Oct. 1. Although subscriber growth is expected to take a while, some advertisers are already interested. "People are underestimating the impact [of the Cartoon Channel]," says Jack Irving, executive vice president, Saatchi & Saatchi. "We're going to take a very serious look at them and attempt to do something right from the beginning."

The 1993 season promises to add even more animated product to the swelling kids market. USA Network now says it plans to do original animation starting in 1993 (see page 27). And Disney, which is adding a morning strip starting this fall, plans to add weekend programing starting in 1993. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KISP(AM)-KMXX(FM) Phoenix □ Sold by EZ Communications Inc. to Sundance Broadcasting Inc. for $5 million cash. **Seller** is headed by Alan Box and owns three AM's and nine FM's. **Buyer** is headed by Michael Jorgenson and owns two AM's and two FM's. KISP is fulltimer with urban AC format on 1230 khz with 1 kw. KMXX has AC format on 101.5 mhz with 100 kw and antenna 1,740 feet above average terrain.

WKXC-FM Aiken, S.C. (Augusta, Ga.) □ Sold by CSRA Broadcasters to GHB Broadcasting for $3.8 million. **Seller** is headed by Brad Beasley, son of group owner George Beasley. **Buyer** is headed by George H. Buck Jr., who recently purchased WTIX(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("For the Record," Jan. 20). He also owns eight AM's and one FM. WKXC-FM has country format on 99.5 mhz with 22.5 kw and antenna 728 feet above average terrain. *Broker: Bergner & Co.*

WJTC(TV) Pensacola, Fla. □ Sold by Channel 44 Ltd. to Mercury Broadcasting Co. Inc. for $2.25 million. **Seller** is headed by general partners Robert J. Williamson, Henry D. Vara Jr. and Cara E. Cameron. Vara and Cameron have interests in KSKE-AM-FM Vail, Colo., and WAKS(FM) Cape Coral, Fla. Williamson is president of licensee of WPTN(AM)-WGSQ(AM) Cookeville, Tenn. **Buyer** is headed by Van H. Archer III and was recently granted approval of KMOW(AM)-KEYI-FM Austin-San Marcos, Tex., for $3 million ("For the Record," Jan. 27) and KASN(TV) Pine Bluff, Ark. ("For the Record," Feb. 3). WJTC is independent on ch. 44 with 3,289 kw visual and 328.9 kw aural with antenna 1,493 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$280,000** □ **3**

FM's □ **$4,709,044** □ **7**

AM-FM's □ **$5,280,522** □ **2**

TV's □ **$2,250,000** □ **1**

Total □ **$12,519,566** □ **13**

1992 to Date:

AM's □ **$7,181,101** □ **17**

FM's □ **$29,581,355** □ **32**

AM-FM's □ **$21,136,022** □ **12**

TV's □ **$25,710,000** □ **7**

Total □ **$83,608,478** □ **68**

For 1991 total see Jan. 27, 1992 BROADCASTING.

BRISSETTE FORMS BBC; ACQUIRES EIGHT TV'S

Paul Brissette, former president of the television division of Adams Communications Corp., completed the purchase of the stock of eight of the company's subsidiary stations for $257 million. The stations, WHOI(TV) Peoria, Ill.; WWLP(TV) Springfield, Mass.; WILX-TV Onondaga, Mich.; KOSA-TV Odessa and KAUZ-TV Wichita Falls, both Texas; WTRF-TV Wheeling, W.Va., and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin, are all network affiliates, and will be grouped under Brissette Broadcasting Corp., of which Brissette is 100% shareholder. He is currently president and CEO of Adams Communications' subsidiary stations WWAY(TV) Wilmington, N.C., and WHBQ-TV Memphis, both ABC affiliates. Brissette is also CEO of FSF-TV Inc., which owns NBC affiliate WRDC-TV Raleigh-Durham, N.C.

Brissette has been in broadcasting for 35 years and with Adams Communications for the past eight. He says he is taking advantage of an opportunity to form his own broadcast group, which is being financed by one lender, and that while nothing else is in the works, he does not rule out the possibility of more acquisitions this year. -JM

CLOSED!

WAVA(FM), Washington, D.C. from Emmis Broadcasting Corporation to Salem Communications Corporation for $20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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THE 1992 BARTER WORLD

FLOURISHING BARTER POISED TO BRANCH OUT

By Steve McClellan

Barter syndicators are predicting an overall 8% increase in revenues for the 1992-93 season, although advertising agency executives say they'll be hard-pressed to get it.

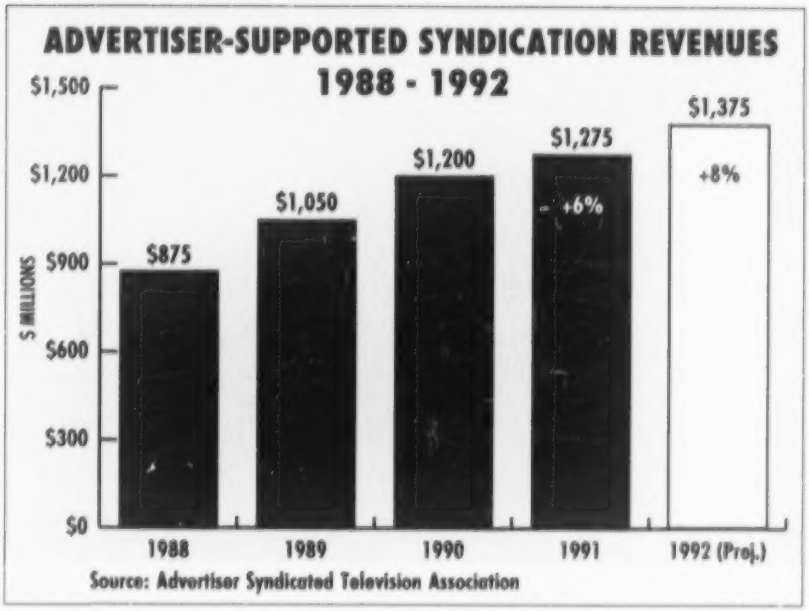
If the barter revenues increase next season, most agree a good chunk of the growth will come from expanded inventory in prime time, where Paramount and Warners Bros. (among others) are taking aim; daytime, where further network retrenchment is expected, and late night, where Whoopi Goldberg, Dennis Miller, David Viscott and others hope to make a mark.

In addition, it's anticipated that more off-network properties than not in the future will have some barter component. Next season's highest-profile off-network property is *Roseanne*, and according to agency reports, Buena Vista Television, which is selling the time, is being very aggressive in the pricing of the product, with a cost-per-thousand rate for women 18-49 in excess of $20 and a per-unit rate of close to $100,000.

Mike Shaw, vice president, advertiser sales, BVT, declined to discuss specific pricing for the show. "We think *Roseanne* will be the number one show in syndication this year," Shaw said. "We're commanding premium CPM's for adults and women 18-49." Shaw said the company is predicting the show will deliver at least a 9 household rating next season, based on 90% clearance (between 80% and 85% access clearance).

On the first-run side, most first-season programs are priced fairly conservatively, and relative to daypart track records. But this selling season, one new show is bucking the trend—*You Bet Your Life* with Bill Cosby.

According to Dan Cosgrove, senior vice president, media sales, Group W Productions, which is selling the barter time in *You Bet* for Carsey-Werner Distribution, two-thirds of the show's inventory (ten 30-second spots a week) is already sold, with the upfront still several months away. According to Cosgrove, the show's inventory to date has sold for about $95,000 per 30, with a $20, women 18-49, CPM. Buyer sources confirmed the figures.



Among the advertisers taking the show are Procter & Gamble and Kraft General Foods. There is no minimum rating guarantee, but Cosgrove said advertisers "are protected up to a 13 rating" (ie., if it does an 11 or 12 rating, that is what the advertiser will pay for on a CPM basis; if it does a 14, the advertiser gets a bonus rating point). The barter upside, if the show hits a 13 rating: more than $50 million.

Many new first-run shows command less than half what *You Bet* is getting for its barter spots. Cosgrove argues that advertisers have essentially bought the pitch that the Cosby-hosted vehicle will prove an effective counter to the "old-skewing game shows and tabloid stuff" that currently dominate prime time access.

Generally speaking, barter executives contacted in recent weeks said they believe the barter market pretty much bottomed out this season, and that they expect a little improvement for next season. "The business is still in something of an economic malaise," said Rich Goldfarb, senior vice president, syndication ad sales, Turner Program Sales, which is selling *Wonder Years*, Hanna-Barbera product and other shows. "We won't see a radical upturn, but I expect improvement."

But *Roseanne* and *You Bet* aside, the fortunes of barter syndication are tied closely to the overall advertising economy. "The general outlook for barter is no different this season than last," said Julie Friedlander, senior vice president and director of national broadcast, Ogilvy & Mather. "The timing is in the control of the buyers. A lot of shows will be available in

scatter. Nothing is going to change for them until the broadcast economy changes. And nobody really knows when that will be, but I think we can be pretty certain it won't be in 1992."

According to the Advertiser Syndicated Television Association (ASTA), the barter sales trade organization, total barter advertising revenues are projected to total $1.375 billion for the 1992-93 season, up from $1.275 billion in the 1991-92 season.

According to Tim Duncan, executive director, ASTA, that prediction assumes a strong second-quarter scatter market, which admittedly is not a foregone conclusion. "Nobody's got a crystal ball," said Duncan. "But everyone is thinking there is a turnaround somewhere around here."

The ASTA executive acknowledged that the projection is "fairly optimistic." But he argued that given the barter business's growth over the past six years, it is not an unreasonable estimate. "From 1985 to 1990 the barter business grew at a rate of 16% a year," said Duncan. "In 1991 it kind of hit a brick wall. But it was still up 6%." According to Duncan, a big question for the future of barter sales is "can we crack prime time?"

The networks aren't conceding the daypart, but they do have problems there. "You've got a third of stations losing money, two of the three networks losing money and all three networks losing money on a third of their prime time," Duncan said.

Advertisers and agencies are clearly open to buying syndicated prime time fare. "To us, a good syndication show is more like network TV, and to the consumer it's all TV," said Doug Seay, senior vice president, director of national broadcast, Hal Riney & Associates. "We'll buy as much *Star Trek* as we can get."

Seay said *Star Trek* outperforms half of network prime time shows, and when an advertiser buys syndication, "I don't have to pay for a money-losing news operation," he said. While most shows in syndication aren't of the *Trek* quality, the medium is making inroads. "Every time a station puts *Star Trek* in prime time, it eats away at the fiber holding the networks together," he said.

As to the 1992-93 barter upfront, the children's market is already starting to "heat up," said BVT's Shaw. He and others expect that daypart to break within the next several weeks. The adult market is still several months away.

What shape the upfront market will take remains unclear. A Procter & Gamble executive questioned the need for an upfront at all, suggesting instead that the company would buy media on a year-round basis. ■

ASTA TAKING BARTER PITCH TO ADVERTISERS

Association also working on '$80-million problem' of measuring kids' TV viewing

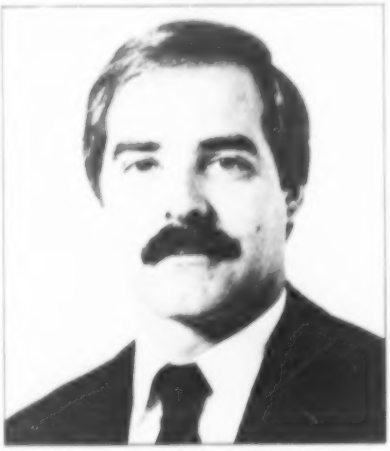
By Geoffrey Foisie

The members of the Advertiser Syndicated Television Association (ASTA) bring in over half of all barter syndication revenue. Like its competing TV sales associations, the eight-year-old ASTA has a mix of concerns, including ratings, agency-advertiser planning and membership.

The New York–based group has already created a legacy in changing television research. Tim Duncan, executive director since 1987, says ASTA helped pressure Nielsen to create the Nielsen Syndication Service, which now produces a weekly report on syndication ratings. It has also been working to get that report included as part of the network ratings pocketpiece.

ASTA continues to work on the measurement of children's viewing, a deficiency Duncan says is an "$80-million problem" for ASTA members. The organization was also one of the charter subscribers to the now-defunct U.S.-based peoplemeter service started by AGB.

Initially Duncan worked to educate agencies about barter syndication. Now, he says, that process is largely



ASTA Executive Director Tim Duncan

complete, and he has, starting last year, begun targeting his barter pitch directly to advertisers. In 1991 Duncan said he made 90 such presentations to 35 of the top 50 advertisers.

Duncan works on a lean budget, which he estimates at no more than one-tenth that of the Cable Advertising Bureau. Barter syndicators, he says, are themselves at a disadvantage compared to the larger sales forces of the cable networks.

Still, the association's usefulness is not universally accepted. Industry consolidation and economic problems have slimmed ASTA's membership roster some, and ASTA faces the same problem as other industry marketing associations, namely that some companies feel they can avoid the dues and still benefit from the association's missionary work. Duncan said he is trying to bolster the list of associate members, a category intended for producers and others not directly involved in the sale of advertising time.

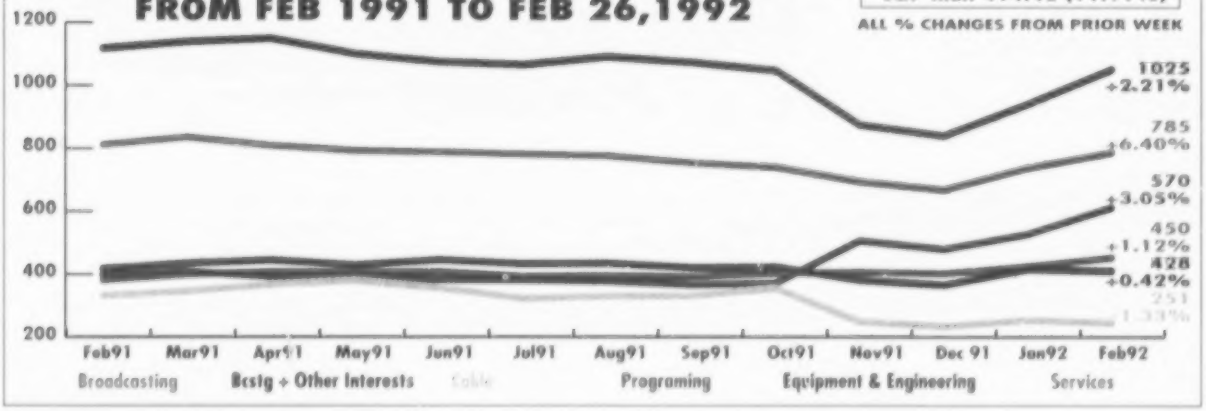
Despite the absence of some large barter sales operations, such as Camelot and Premiere, the association still serves a valuable function, says Rick Levy, head of barter consultant Levy TV: "Like the U.N. it may not serve the functions you want it to, but it's a public forum to air how you feel. For that alone it's pretty valuable."

Among the disagreements that get aired are how to treat cable; some ASTA members, such as Warner Bros. or Turner, are part of parent companies with cable interests. Membership, says Duncan, has talked about "turning up the dial against cable" but thinks it still makes sense to go after the broadcast networks: "that is where the money is." ■

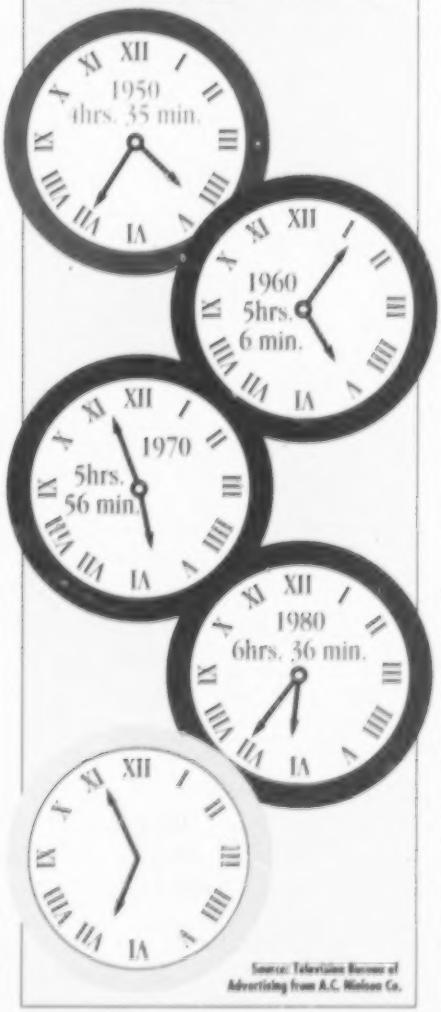
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 26,1992

NASDAQ: 632.40 (+1.60%)
S&P Ind.: 494.42 (+1.91%)
ALL % CHANGES FROM PRIOR WEEK



TIME SPENT VIEWING TV PER TV HOME—PER DAY



Source: Television Bureau of Advertising from A.C. Nielsen Co.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's'	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	**11,086**	**1,563**	**12,649**
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	**1,494**	**200**	**1,694**
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	**1,181**	**1,006**	**2,187**
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
' Construction permit. ²Instructional TV fixed service. ³Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

ALLIED FIELDS

Harvey

Paul Harvey, radio personality, Capital Cities/ABC, Chicago, named recipient of Paul White Award from Radio-Television News Directors Association. Harvey is heard on 1,350 radio stations in U.S. and an additional 400 abroad.

Larry E. Rissler, special counsel, anti-piracy task force, Satellite Broadcasting and Communications Association, joins Motion Picture Association of America, Washington, as deputy director and special counsel, worldwide anti-piracy operation.

Mike Smith, chief meteorologist, KSNW(TV) Wichita, Kan., and president, Weather Data Inc., named 1992 recipient of "Outstanding Contribution to the Advance of Applied Meteorology" award from American Meteorological Society.

Doug Wilkes, cameraman, WTTG(TV) Washington, received Cameraman of the Year award for second consecutive year from White House News Photographers Association.

DEATHS

Selig (Ziggy) Tanner, 66, who retired in 1989 as senior supervising engineer, Madison Square Garden Network, New York, died of heart attack Feb. 23 in Hackensack (N.J.) Hospital. He was member of SMPTE, SBE and New York chapter of NATAS. His 41-year career in broadcast engineering included stints at WTNH-TV New Haven, Conn., NBC and CBS. He spent majority of his career with Madison Square Garden and its earlier incarnations, beginning as Sports Network Inc. Survivors include his wife, Anne; four children; seven grandchildren and one great-grandchild. One child, Jerry Tanner, is satellite technician with IDB Communications, New York.

Jay Sharbutt, 51, Associated Press's senior TV writer and a veteran correspondent who covered the Vietnam War and Persian Gulf conflict, was found dead of a heart attack Feb. 26 in his Brooklyn apartment. Sharbutt's body was discovered by AP colleague who went to his home after he failed to report to work Wednesday morning. Son of Del Sharbutt, announcer for such radio shows as *Amos 'n' Andy* and *Your Hit Parade*, he suffered heart attack last year while in Saudi Arabia covering Gulf War. Sharbutt had campaigned for Persian Gulf assignment, although serving as TV writer at time. Dating back to 1966,Sharbutt had served off and on with AP in variety of capacities. After covering Vietnam War, he transferred to AP's Los Angeles bureau; worked as newsman for KNBC-TV Los Angeles, and returned to New York for his first stint as TV writer in 1972-78. He served as AP drama critic and later as TV reporter for the *Los Angeles Times*. In 1989, he returned to AP. Sharbutt is survived by his father, brother, sister and daughter.

Hilford

Lawrence B. Hilford, 57, former Viacom International executive and videocassette sales pioneer, died of lymphoma in New York, Feb. 21. After graduation from Harvard School of Business in late 1950's, Hilford's business life had been intertwined with Screen Gems, CBS and their various components through early 1970's. From 1973 to 1977, he was executive VP and director of Viacom International Inc. In early 1980's he had stints at Columbia Pictures Industries and CBS/Fox Video. Most recently, Hilford was chairman and CEO of Orion Home Entertainment, which he founded in 1987. Hilford told BROADCASTING in 1973: "There will be changes over the years, but whichever direction TV takes, I want a role in shaping it. Pay cable is here. There's an opportunity to supply specialized programing here. But beyond that, the potentialities of the visual communications medium are still to be explored." He is survived by his wife, Lynn Sherr, ABC News correspondent, and three sons.

Don Chamberlin, 65, pioneer of sex talk on California radio, died of cancer Feb. 26 in San Francisco. Chamberlin was known to Northern Califonians as host of KNEW(AM) San Francisco's risque sex talk show, *California Girls*, which ran for almost a decade in late 1960's and 1970's. Extent of his broadcasting career was in Hawaii and California at stations including KIKI(AM), KGU(AM), both Honolulu, KNBR(AM) and KGO(AM), both San Francisco. Survivors include four daughters.

John Lupton, 69, air personality, 30-year veteran of WFTL(AM) Fort Lauderdale, Fla., died of cancer Jan. 21 there. He began his radio career at WLAN(AM) Lancaster, Pa., in late 1940's, and later worked at WGAR-FM Cleveland. Survivors include his wife, Kazzy; son, John Jr., and grandson.

Jack E. Underwood, 65, announcer, WOWO(AM) Fort Wayne, Ind., died there after six-year battle with Alzheimer's disease. Underwood was 20-year veteran at WOWO, with previous stint at WIBM(AM) Jackson, Miss. He is survived by his wife, Patricia; four children; six grandchildren, and one great-grandchild.

Daniel Lutgen, 45, former VP and general manager, KTZZ-TV Seattle, died Feb. 10 there. Lutgen resigned from station in 1989 for health reasons. He had stint at KCPQ(TV) Tacoma, Wash., before joining KTZZ-TV in 1987. He is survived by four brothers.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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In Brief

Renaissance Communications is said to be in negotiations with the Boston Celtics to acquire 88% of WFXT(TV) Boston for $30 million. Neither party would confirm the reports. Goldman-Sachs is reportedly brokering the sale. The Celtics purchased WFXT from Fox Broadcasting for $20 million in 1989 at the same time it bought WEEI(AM) Boston, which is also on the block. Renaissance owns two independents and two Fox affiliates.

Nielsen Media Research said it will begin providing metered TV ratings to Baltimore and Kansas City in November. Nielsen clients in Baltimore are WBAL-TV, WJZ-TV and WMAR-TV. Nielsen said its clients in Kansas City "include" KCTV(TV), KMBC-TV and KSHB-TV. The research company previously said it would begin metered ratings in San Diego, also in November.

Pioneer Midwest radio group **Fetzer Broadcasting Service has sold the last of its broadcast properties**—WKZO(AM) Kalamazoo, Mich., and WJFM(FM) Grand Rapids, Mich.—**to Radio Associates for approximately $4.6 million.** Fetzer President Carl Lee, who has worked for Fetzer full time since 1940, and who purchased the stations from the late Fetzer Broadcasting founder John E. Fetzer in 1985, told BROADCASTING that he has decided to retire from broadcasting. "After 52 years with the Fetzer association, I thought it would be smart to retire while my eyes are still wide open."

In the Bart vs. Bill competition, ***The Simpsons*** (16.5/25) **bested an original episode of NBC's *The Cosby Show*** (15.1/23) in the overnights last Thursday (Feb. 28) for the second week in a row. Airing of a second *Simpsons* episode back-to-back with the first also resulted in Fox's first ever 8:30-9 win for the night.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 16. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.4/224/99
2. Jeopardy!	13.6/216/98
3. Star Trek	12.1/244/98
4. Oprah Winfrey Show	11.9/224/97
5. Entertainment Tonight	8.8/187/96
6. Current Affair	8.7/174/94
7. Married...With Children	8.2/174/95
8. Imagination I	7.9/187/96
9. Cosby Show	7.8/207/98
10. Inside Edition	7.3/129/88
11. Donahue	7.1/227/99
12. WKRP in Cincinnati	6.8/234/98
13. Sally Jessy Raphael	6.4/209/97
14. Hard Copy	5.9/173/92
15. Geraldo	5.4/170/95

HSN AND QVC TALKING MERGER

In what could lead to the last major consolidation of the home shopping TV network business, Home Shopping Network and QVC Network last week announced they were holding talks regarding a "possible business combination."

A merger would make sense because the companies complement each other, said Peter Siris, an analyst with UBS Securities. QVC is a better merchant, he said, while HSN has access to better technology.

"But the real interesting issue is must carry," said Siris. The talks might be tied in part to the pending legislation, which, Siris noted, would greatly increase the value of HSN's 11 UHF stations.

At least one concern for the companies as talks proceed is whether a combined operation would pose any antitrust violations, said Mark Riely, a securities analyst with McDonald Grippo & Riely.

Home Shopping Network has recently been in an expansion mode. In the past year, HSN additions have included a 24-hour infomercial network, Home Shopping Network Entertainment, and a wholly owned pay-per-view subsidiary, Home Shopping Network Entertainment Events Inc.

Home Shopping Network reaches approximately two-thirds of all U.S. TV households through various broadcast and cable outlets, according to figures supplied by the company. QVC, which is 80% owned by Tele-Communications Inc. and other cable operators, reaches an estimated 42 million cable subscribers.

Executives at both companies declined to comment on the talks. –rs

CBS stock was up again last week, to 170¾ Friday afternoon, roughly 20% higher than two weeks ago. The reason appeared to be recommendations from several securities analysts, coupled with the strong showing of the network's Olympics programing.

A year after reporting a $16 million loss and $127 million restructuring write-down in 1990, **Comsat Corp. reported 1991 earnings of $45 million** and a rise in operating income to $127 million from a $13 million loss in 1990. The $45 million in earnings ($2.35 per primary share) came after a one-time after-tax charge of $27 million ($1.40 per primary share) related to new accounting rules for post-retirement health benefits. "Comsat Corp. has returned to profitability," said Comsat President Bruce Crockett, adding that international price deregulation by the FCC would further improve Comsat profits.

Capital Cities/ABC and several